



KSHB-TV

ORDER

Print Date 10/23/12 Page 1 of 2

Flight Dates **10/25/12-10/29/12**

Contract / Revision **315699 /**
Original Date / Revision
 10/23/12 10/23/12
Advertiser **Nixon / Democrat / Govern**

Product
Governor
Agency Com 15%
Billing Contact
1600 Locust Street
Philadelphia, PA 19103

Agency **Campaign Group**
Buying Contact
1600 Locust Street
Philadelphia, PA 19103

Sales Office EWSDC
Sales Region NAT
Agency Ref

Order Sep 00:20:00
Estimate # **10.24-10.29 Prime Add**
Alt Order #
Billing Type Cash
Order Type GENERAL
Billing Cycle EOM/EOC
Billing Calendar BROADCAST
Demographic A35+
Rev Codes POL POL CAND
Product Codes PL
Priority P-1
Advertiser Ref

Primary Account Executive
 Tara Washburn

Account Executive	Order%	Start Date	End Date
Tara Washburn	100%		

Order Share %	Market Value
Competing Station	% of Order Amount
CABLE	%
KCPT	%
KCTV	%
KCWE	%
KMBC	%
KMCI	%
KPXE	%
KSMO	%
UNKWN	100%
WDAF	%

Order Totals

Billing Plan

Month	# of Spots	Net Amount	Gross Amount	Rating	Start Date	End Date	# Spots	Net Amount	Gross Amount
October 2012	9	\$10,837.50	\$12,750.00	0.00	10/01/12	10/28/12	9	\$10,837.50	\$12,750.00
November 2012	1	\$1,530.00	\$1,800.00	0.00	10/29/12	10/29/12	1	\$1,530.00	\$1,800.00
Totals	10	\$12,367.50	\$14,550.00	0.00					

													<u>Totals</u>	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg Type	Spots	Amount
N 1	KSHB	10/25/12	10/29/12	NFL Game NFL Game	CM	7-1030p NFL Game	-----S	:30	1	\$4,500.00	P-2	0.00 NM	1	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	-----S		1			\$4,500.00		0.00			
N 2	KSHB	10/25/12	10/29/12	Monday Prime C Monday Prime C	CM	9-10p	M-----	:30	1	\$1,800.00	P-1	0.00 NM	1	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			
Week:		10/23/12	10/29/12	M-----		1			\$1,800.00		0.00			
N 3	KSHB	10/25/12	10/29/12	Thursday Prime B Thursday Prime B	CM	8-9p	---T---	:30	1	\$2,250.00	P-2	0.00 NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>		<u>Rating</u>			



KSHB-TV

Print Date: 10/23/12

Page 2 of 2

Contract / Revision **315699** Flight Dates **10/25/12-10/29/12**

Hiatus Dates

Original Date / Revision 10/23/12/ 10/23/12

Order Sep 00:20:00

Advertiser **Nixon / Democrat / Governor** Product **Governor**

Estimate # **10.24-10.29 Prime Add**

														Totals	
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
N 3	KSHB	10/25/12	10/29/12	Thursday Prime B Thursday Prime B	CM	8-9p	---T---	:30	1	\$2,250.00	P-2	0.00	NM	1	\$2,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/23/12	10/29/12	---T---		1			\$2,250.00			0.00			
N 4	KSHB	10/25/12	10/29/12	Thursday Prime C Thursday Prime C	CM	9-10p	---T---	:30	1	\$1,350.00	P-1	0.00	NM	1	\$1,350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/23/12	10/29/12	---T---		1			\$1,350.00			0.00			
N 5	KSHB	10/25/12	10/29/12	Friday Prime A Friday Prime A	CM	7-8p	----F--	:30	1	\$900.00	P-1	0.00	NM	1	\$900.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/23/12	10/29/12	----F--		1			\$900.00			0.00			
N 6	KSHB	10/25/12	10/29/12	Friday Prime B Friday Prime B	CM	8-9p	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/23/12	10/29/12	----F--		1			\$1,200.00			0.00			
N 7	KSHB	10/25/12	10/29/12	Friday Prime C Friday Prime C	CM	9-10p	----F--	:30	1	\$1,200.00	P-1	0.00	NM	1	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/23/12	10/29/12	----F--		1			\$1,200.00			0.00			
N 8	KSHB	10/25/12	10/29/12	Saturday Prime A Saturday Prime A	CM	7-8p	-----S-	:30	1	\$350.00	P-2	0.00	NM	1	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/23/12	10/29/12	-----S-		1			\$350.00			0.00			
N 9	KSHB	10/25/12	10/29/12	Saturday Prime B Saturday Prime B	CM	8-9p	-----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/23/12	10/29/12	-----S-		1			\$500.00			0.00			
N 10	KSHB	10/25/12	10/29/12	Saturday Prime C Saturday Prime C	CM	9-10p	-----S-	:30	1	\$500.00	P-1	0.00	NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>			<u>Rate</u>			<u>Rating</u>			
	Week:	10/23/12	10/29/12	-----S-		1			\$500.00			0.00			
Totals														10	\$14,550.00